

# If you're playing games and saving "free" stamps it's costing you too much.

**Alpha Beta has decided to discount all prices. We will accomplish this by eliminating such frills as games, trading stamps, promotions, stunts, long store hours, etc. However, unlike others, we will discount only our prices. The quality and variety of our merchandise and the friendliness, courtesy and helpfulness of the people who serve you remain the same.**

**The Quality Leader—  
Now the Price Leader too!**

